

MULTIMEDIA



UNIVERSITY

STUDENT IDENTIFICATION NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

T2, 2018/ 2019

BMM7114 - MARKETING & MULTIMEDIA

(MBA Full Time)

30 JANUARY 2019
9.00 a.m – 12.00 p.m
(3 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consist of **SEVEN (7)** pages (including the cover page).
2. Answer **ALL** questions in **PART A** and **ALL** questions in **PART B**. The marks distributions are given in parentheses.
3. Write all your answers in the Answer Booklet provided

Part A: Answer ALL questions. (Total 60 marks)

QUESTION 1

- a) Your company director would want to engage in E-Marketing and as a Marketing Manager, suggest **FIVE (5)** benefits of e- marketing.
(10 marks)
- b) List down **FIVE (5)** challenges of e-marketing.
(5 marks)
- c) State the difference between E-business and e-commerce
(5 marks)

QUESTION 2

- a) Briefly discuss **FIVE (5)** key areas to be considered in creating an effective content marketing strategy.
(10 Marks)
- b) Discuss briefly the statement, "Google as a product is design to entice online users while uplifting services in an offline environment."
(10 marks)

QUESTION 3

- a) Internet of Things (IOT) has enabled TM One Damansara to offer Smart Office as one of its key digital offering. Explain **FIVE (5)** characteristics of Smart Office and its contribution towards achieving a "Digital Nation."
(10 marks)
- b) Briefly explain **THREE (3)** benefits of social media business intelligence analysis?
(6 marks)
- c) Tesco is engaging traditional and online purchase. Explain the type of channel marketing Tesco practices.
(4 marks)

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Part B: Case study (Total 40 marks)**QUESTION 4**

Read the case. Answer ALL the questions.

PM: No graft if we go cashless. Digital transactions are all recorded

(Adapted: The Star, 2 December 2018, page 6)

KUALA LUMPUR: A cashless society will reduce corruption as all transactions are recorded, says Tun Dr Mahathir Mohamad. "Cash sometimes is used for bribery." When we go cashless, it is difficult for them to hide or give cash as bribes as all transactions will be recorded in the banks and other systems. "We can know who gave and received bribes." If there are no bribes, our cost of living will go down. If bribery is rampant, every work that we do will be more expensive as we have to give (bribes) to certain parties who have the power to pass our requests, said Dr Mahathir. The Prime Minister was speaking at the launch of a new unlimited travel pass for public rail and bus commuters, a government initiative under the Transport Ministry. From Jan 1, 2019 commuters can take unlimited rides on land public transport with the unlimited travel pass using their MyKad. The unlimited travel pass, known as My50 and My100, worth RM50 and RM100 respectively, is valid for 30 days from the date of purchase using the MyKad, MyKid or MyTentera. "These are government efforts to lower the cost of living, as we have promised in our manifesto," said Dr Mahathir. He said the government could not afford to give everything for free as this would involve taxpayer money and save the people nothing. "We try to assist the people and we don't always ask the people to be grateful to the government. "But when there is an election, think of us too, we too want some rewards so that we can assist you more," said Dr Mahathir. He pointed out that the unlimited travel pass could help a commuter save up to RM100 a month. "If two million

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people in the city of Kuala Lumpur save RM1,200 in travel costs every year, I don't know how to calculate but I think that is a lot of money saved," he said. The My100 pass allows for unlimited rides for 30 days on all forms of RapidKL rail and road transport. This includes MRT, LRT, monorail, BRT Sunway, RapidKL buses and MRT feeder buses. The My50 pass is valid for 30 days on all RapidKL buses and MRT feeder buses, but not BRT. The passes, which will be activated immediately after the New Year countdown, can be bought at all LRT and MRT stations and four main bus hubs in Shah Alam, Greenwood, Sri Nilam and Kajang using the MyKad, MyKid or MyTentera. The passes can later be topped up at Touch 'n Go counters. Transport Minister Anthony Loke later told the media that the government subsidizes Prasarana with RM100 for every RM100 unlimited travel pass until a threshold of 120,000 ridership is reached, after which the subsidy per rider will be lowered. "There is a fixed cost involved for Prasarana." If there is higher ridership (exceeding 120,000), then the government can subsidize less. "We are targeting 200,000 ridership (using passes) a month." Our ceiling is RM230mil subsidy for these passes in 2019 and whatever we save will be put back into other public transport initiatives," said Loke. The unlimited travel pass pilot project is confined to the Klang Valley as it has all modes of public transport. Nevertheless, going cashless needs careful considerations especially on e-payment which comes with its own concerns such as confidentiality, integrity, authentication and non-repudiation.

Malaysian government has given lots of attention towards realizing its goal to be a 'Digital Nation'. In March 2017, Malaysia launched its first digital free trade zone (DFTZ). DFTZ provides physical and virtual zones to facilitate SMEs to capitalise on the convergence of exponential growth of the internet economy and cross-border e-commerce activities. It will act as a microcosm to support internet companies to trade goods, provide services, innovate and co-create solutions. DTFZ consists of three main components that combine both physical and virtual zones. The physical zone comprises of the e-fulfillment Hub and Satellite Services Hub while the virtual zone consists of the

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e-services Platform. DFTZ will provide SMEs, marketplaces and mono-brands a holistic e-commerce trading experience through these benefits:

1. Strategic location and global best-in-class facilities

- Gateway to the region and proximity to sea and air ports
- High efficiency modular e-fulfillment warehouse
- Satellite services hub to support e-commerce ecosystem
- Employee-centric infrastructure

2. Services

- Unified government services platform
- Integrated digital e-Services platform to access leading global service providers
- Presence of global logistics and fulfilment service providers.

3. Regulatory processes- Improve regulatory processes leading to faster customs and cargo clearance.

DFTZ is seen as having the potential to double the growth rate of Malaysian SMEs' goods export by 2025. It is also estimated to support US\$65 billion worth of goods moving through DFTZ. Additionally, DFTZ is expected to create 60,000 direct and indirect jobs by 2025. According to MDEC's report, DFTZ is a testament to Malaysia's unwavering commitment to propel the growth of SMEs through e-commerce. It also marks a new phase of collaboration between Malaysian and Chinese businesses through the participation of Mr. Ma and Alibaba Group. "The e-WTP or Electronic World Trade Platform should be driven by businesses and supported by governments. If we can build an inclusive platform for businesses and young people to trade and do business freely, openly, and fairly, this will be fundamental to the world economy over the next 20 to 30 years and for the century," said Jack Ma, Founder and Executive Chairman of Alibaba Group. DFTZ's implementation of physical and virtual zones will be done in phases. The first e-fulfillment Hub will be centred at KLIA Aeropolis. KLIA Aeropolis development

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is centered on the key clusters of air cargo and logistics, aerospace and aviation. The initial phase will be rolled out before the end of 2017 by Alibaba, Cainiao, Lazada and POS Malaysia, leading to the formal launch of Alibaba's facility at the end of 2019.

The other physical component of the DFTZ is the Satellite Services Hub, to be located in Bandar Malaysia. Kuala Lumpur Internet City (KLIC) will be the first satellite services hub of DFTZ and will be developed by another strategic partner, Catcha Group, Southeast Asia's leading internet group. KLIC is set to be the premier digital hub for global and local internet-related companies targeting Southeast Asia. It will comprise of key players within the internet ecosystem to facilitate end-to-end support, collaboration, networking and knowledge-sharing that will drive innovation in the internet economy and the e-commerce industry. "Catcha Group is proud to be a strategic partner of DFTZ, supporting Malaysia's plan to propel the growth of the country's internet economy. We are excited to be developing KLIC, bringing all the key e-commerce players and internet companies within close proximity of each other to create a premier digital hub. Our vision for KLIC is to be the ASEAN headquarters for global internet MNC's, regional leaders and aspiring entrepreneurs in the internet ecosystem." said Patrick Grove, Co-Founder and Group CEO of Catcha Group. The virtual zone, which is the E-Services Platform, will be made available in time to support the goods movement within DFTZ. The e-Services platform will also offer integrated services that will help deliver a streamlined and efficient experience to the users operating from the DFTZ. Further expansions of DFTZ are also planned for beyond 2019. Accordingly, e-collaboration will be a vital factor to facilitate success in digital environment. 'e-collaboration is the use of internet and related technologies to assist distant clients in exchanging information for interactions between suppliers and customers, and everyone in between to move trade forward'. The reasons for companies utilising e-commerce are mainly driven by the need to share resources and information and that in collaborating the participating companies are sharing the supply chain, the cost reduction, JIT, process automation, increased potential opportunities on partnership, likewise the flexibility and adaptability. Experts

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concur with the above reasons for collaborating believing that it leads to 'shared databases, open tracking systems, enhanced inter-enterprise visibility and cooperation, streamlined business processes, new cost efficiencies and an expanded customer base for every collaborative partner.'

1. Going cashless depicts digital marketing's success. Briefly discuss **SEVEN P's (7Ps)** of digital marketing.

(7 marks)

2. Explain in detail about concerns pertaining to e-payment and suggest mitigation plan.

(15 marks)

3. Briefly explain **THREE (3)** benefits of DFTZ to Malaysia's digital economy.

(6 marks)

4. Discuss e-collaboration and its interaction

(6 marks)

5. State **FOUR (4)** activities of e-collaboration.

(6 marks)

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